

We claim:

1. A dispenser comprising:

a) a first member; and

5        b) a second member pivotally connected to said first member to form an enclosed dispenser having a transverse axis, said first and second members being formed from a semi-rigid material, said dispenser capable of housing a plurality of folded wet wipes each having a width, said dispenser having a height of less than about 2.5 inches and having a top wall with an entrance formed therein, said entrance having a surface area of from  
10       between about 15 cm<sup>2</sup> to about 95 cm<sup>2</sup>, said plurality of folded wet wipes having a normalized separation force between adjacent wipes as defined by the test method herein of less than about 65 g/cm, and said entrance has a dimension measured along said transverse axis that when divided by the width of one of said folded wet wipes is at least about 0.7.

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2. The dispenser of claim 1 wherein said normalized separation force ranges from between about 0.25 g/cm to about 65 g/cm.

3. The dispenser of claim 2 wherein said normalized separation force ranges from  
20       between about 0.5 g/cm to about 65 g/cm.

4. The dispenser of claim 3 wherein said normalized separation force ranges from between about 0.75 g/cm to about 65 g/cm.

25       5. The dispenser of claim 1 wherein said entrance has a surface area of from between about 15 cm<sup>2</sup> to about 70 cm<sup>2</sup>.

6. The dispenser of claim 5 wherein said entrance has a surface area of from between about 20 cm<sup>2</sup> to about 40 cm<sup>2</sup>.

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7. The dispenser of claim 1 wherein said height is less than about 2 inches.

8. The dispenser of claim 1 wherein said entrance has a dimension measured along said transverse axis that when divided by the width of one of said wet wipes is at  
35       least about 0.75.

9. The dispenser of claim 1 wherein said entrance has a dimension measured along said transverse axis that when divided by the width of one of said wet wipes is at least about 0.8.

5           10. A dispenser comprising:

          a) a first member; and

          b) a second member pivotally connected to said first member to form an enclosed dispenser having a transverse axis, said first and second members being formed from a semi-rigid material, said dispenser capable of housing a plurality of folded wet wipes each  
10   having a width, said dispenser having a height of less than about 2.5 inches and having a top wall with an entrance formed therein, said entrance having a surface area of from between about 15 cm<sup>2</sup> to about 70 cm<sup>2</sup>, said plurality of folded wet wipes having a normalized separation force between adjacent wipes as defined by the test method herein of from between about 0.25 g/cm to about 65 g/cm, and said entrance has a dimension  
15   measured along said transverse axis that when divided by the width of one of said folded wet wipes is at least about 0.75.

          11. The dispenser of claim 10 wherein said entrance has a generally elliptical configuration having its largest dimension aligned approximately parallel to said  
20   transverse axis.

          12. The dispenser of claim 10 wherein said entrance has a generally elliptical configuration having its largest dimension aligned approximately perpendicular to said  
25   transverse axis.

          13. The dispenser of claim 10 wherein said entrance has a surface area of from between about 20 cm<sup>2</sup> to about 40 cm<sup>2</sup>.

          14. The dispenser of claim 10 wherein said each of said wet wipes includes a  
30   substrate formed from coform and a liquid composition that contains at least 97% water.

          15. The dispenser of claim 10 wherein said first and second members are formed from a thermoplastic material and each has a thickness of at least .030 thousandths of an inch.

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          16. A dispenser comprising:

a) a first member; and

b) a second member pivotally connected to said first member to form an enclosed dispenser having a transverse axis, said first and second members being formed from a semi-rigid material, said dispenser capable of housing a plurality of folded wet wipes each having a width, said dispenser having a height of less than about 2.5 inches and having a top wall with an entrance formed therein, said entrance having a surface area of from between about 15 cm<sup>2</sup> to about 70 cm<sup>2</sup>, said plurality of folded wet wipes having a normalized separation force between adjacent sheets as defined by the test method herein of from between about 0.5 g/cm to about 65 g/cm, and said entrance having a dimension measured along said transverse axis that when divided by the width of one of said folded wet wipes is at least about 0.8.

17. The dispenser of claim 16 wherein said normalized separation force ranges from between about 0.75 g/cm to about 65 g/cm.

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18. The dispenser of claim 16 wherein said entrance has a surface area of from between about 20 cm<sup>2</sup> to about 40 cm<sup>2</sup>.

19. The dispenser of claim 16 wherein each of said wet wipes includes a substrate formed from coform and a liquid composition that contains at least 97% water.

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20. The dispenser of claim 16 wherein said first and second members are formed from a thermoplastic material and each has a thickness of at least .020 thousandths of an inch.

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21. The dispenser of claim 16 wherein said entrance has a dimension measured along said longitudinal axis that ranges from between about 0.75 inches to about 100% of the length of one of said folded wet wipes.